



7 means for providing an interactive element associated  
8 with the displayed review on the client display, which  
9 when clicked by a user indicates that the user has found  
10 the displayed review helpful in determining whether or not  
11 to purchase or to use the product/service at issue;  
12 means for receiving at said database an indication  
13 that the user has clicked the interactive element, and  
14 incrementing a count of a stored number of indications for  
15 said review in response to said indication; and  
16 means for displaying the number of indications  
17 associated with a review on said client display together  
18 with the review.

1 4. A method for identifying as being helpful items of  
2 content in a database coupled to a distributed  
3 communication network, comprising the steps of:

4 displaying items of content from said database on a  
5 client display connected to said database over said  
6 network;

7 providing an interactive element associated with the  
8 displayed item of content on the client display, which  
9 when clicked by a user indicates that the user has found  
10 the displayed item of content helpful or otherwise  
11 valuable;

12 receiving at said database an indication that the  
13 user has clicked the interactive element, and incrementing  
14 a count of a stored number of indications for said item of  
15 content in response to said indication; and

16 displaying the number of indications associated with  
17 an item of content on said client display together with  
18 the item of content.

5. The method of claim 4, further comprising the steps of sorting the items of content in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the items of content in the sorted order.

1 6. A system for identifying as being helpful or otherwise  
2 valuable items of content in a database coupled to a  
3 distributed communication network, comprising:

4 means for displaying items of content from said  
5 database on a client display connected to said database  
6 over said network;

7 means for providing an interactive element associated  
8 with the displayed item of content on the client display,  
9 which when clicked by a user indicates that the user has  
10 found the displayed item of content helpful;

11 means for receiving at said database an indication  
12 that the user has clicked the interactive element, and  
13 incrementing a count of a stored number of indications for  
14 said item of content in response to said indication; and

15 means for displaying the number of indications  
16 associated with an item of content on said client display  
17 together with the item of content.